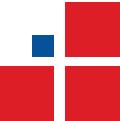


# Annual Report 2019-20

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FACULTY OF MANAGEMENT SCIENCES



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# DEPARTMENTAL KPI'S AT A GLANCE

No.	KPIs	No./Status 2018-19	No./Status 2019-20	Status
1	Total number of faculty members	13	17	
2	No. of Ph.D. faculty members	7	7	
3	Number of staff members	4	4	
4	Number of undergraduate students	342	406	
5	Number of Masters students	171	135	
6	Number of Doctoral students	0	Nil	
7	Faculty: Student ratio	1 : 18 (with visiting) 1 : 26.3	1 : 24 (excluding visiting & PG program)	
8	Faculty: Staff ratio	3 : 1	4 : 1	
9	Number of Undergraduate Programs Offered	2	2	
10	Number of Postgraduate Programs Offered	3	3	
11	Number of Undergraduate projects completed	5	10	
12	Number of Masters projects completed	10	53	
13	Number of Doctoral projects completed	0	0	
14	Number of Impact factor publications/HEC	14	43	
15	Number of papers presented in conferences	7	12	
16	Number of books published	0	0	
17	Number of book chapters published	0	3	
18	Funding obtained through consultancy/research projects (Rs. Million)	0.28	4.5	

19	Number of patents filed	0	0	
20	Number of patents obtained	0	0	
21	Number of faculty/staff trainings	0	9	
22	Number of seminars, workshops, conferences, activities arranged	6	57	
23	Number of students' visits to industry	1	105	
24	Number of faculty visits to industry	0	23	
25	Number of new equipment/infrastructures added	3	0	
26	Number of MOUs/collaborations	0	3	
27	Number of commercialized products/services	0	0	
28	Percentage of graduates employed within two months of graduation		90%	
29	Number of new initiatives/improvements in the department	0	3	
30	Number of inbound students' exchange (min. 30 days)	0	0	
31	Number of outbound students' exchange (min. 30 days)	0	0	
32	Number of inbound faculty exchange (min. 15 days)	0	0	
33	Number of outbound faculty exchange (min. 15 days)	0	0	
34	Number of awards won by faculty	0	0	
35	Number of awards won by students	0	0	

# FACULTY & STAFF

No.	Name	Designation	Highest Qualification
1.	Dr. Muhammad Osama Nasim Mirza	Assistant Professor	Ph.D. Management
2.	Dr. Sajjad Ahmad Baig	Assistant Professor	Ph.D. Total Quality Management
3.	Dr. Muhammad Hashim	Assistant Professor	Ph.D. Supply Chain Management
4.	Dr. Muhammad Ahmad Ur Rehman	Assistant Professor	Ph.D. Marketing
5.	Dr Muhammad Shahzad Iqbal	Assistant Professor	Ph.D. Economics
6.	Dr. Falik Shear	Assistant Professor	Ph.D. Finance
7.	Dr. Muhammad Zia Ur Rehman	Assistant Professor	Ph.D. Finance
8.	Muhammad Farooq Jamal	Assistant Professor	MS Marketing
9.	Liaqat Ali	Assistant Professor	MS Management Sciences
10.	Nasir Ali	Lecturer	MS Finance
11.	Mina Kharal	Lecturer	MS Finance
12.	Alishba Ahkam	Lecturer	MS Marketing
13.	Kiran Shahzadi	Lecturer	MS Marketing
14.	Nazish Imtiaz	Lecturer	MS Management Sciences
15.	Mehwish Sultan	Lecturer	MS Marketing
16.	Beenish Qamar	Lecturer	MS Business Administration
17.	Muhammad Usman	Lecturer	MS Economics

# UNDERGRADUATE STUDENTS

	Male	Female
<b>Freshmen</b>	117	15
<b>Sophomores</b>	103	23
<b>Juniors</b>	77	14
<b>Seniors</b>	43	14

# POSTGRADUATE STUDENTS

	Male	Female
<b>Masters</b>	96	39
<b>Doctoral</b>	N/A	N/A

# PROGRAMS OFFERED

UNDERGRADUATE	POSTGRADUATE
<b>Bachelor of Business Administration (BBA) 4-years</b>	Master of Science in Business Administration (MSBA) 1.5-years
<b>Bachelor of Science in Textile Management &amp; Marketing (BSTMM) 4-years</b>	Master of Business Administration (MBA) 1.5-years Master of Business Administration (MBA) 3.5-years

# LIST OF COMPLETED UNDERGRADUATE PROJECTS

No.	Project Title	Student
1	The impact of QM and compliance practices on export performance of the Apparel sector of Pakistan	Hajra Rafi
2		Saad Saleem
3	Critical success factors of lean practices for the textile industry of Pakistan	Abu Huraira
4		Muhammad Muneeb Javed
5	Potential opportunity and barriers of Pakistan textile exports to Nigeria	Muhammad Naveed Hameed
6		Haroon Zia
7	Effects of Visual Merchandising on consumer response: A case study of Apparel Stores in Faisalabad	Hasaan Shamshad
8		Ahmad Ali
9	Effect of lifestyle, self-efficacy, perception, and choice of an individual on online purchase intention: An empirical evidence from Pakistan	Ansar Abbas
10		Muhammad Ans Majeed
11	A cotton value chain analysis in order to increase the value addition	Muhammad Atiq
12		Muhammad Awais
13	Pakistan's textile export potential in USA	Muhammad Mansoor Ahmad
14		Gohar Ali
15		Shahzaib Siam
16	An investigation of the trends in terry towel exports of Pakistan: Past, Present, and Future	Muhammad Ummad Akhtar
17		Rehan Ahmad
18	Effects of Visual Merchandising on consumer response: A case study of Apparel Stores in Faisalabad	Muhammad Shahzaib
19		Muhammad Talha

# LIST OF COMPLETED MASTERS PROJECTS

No.	Project Title	Student
1	The Application of AHP To Identify Factors Influencing Export Sustainability in Textile and Apparel Sector.	Azeem Yousaf
2	Personality and Self-Rated Service Performance: Mediating Role of Customer Orientation, Productivity Propensity, and Engagement.	Rida Fatima
3	Employee Benefits and Employee Performance: Mediating Role of Employee Engagement and Moderator Role of Supervisor Support.	Faisal Iqbal
4	The Impact of the Launching new Brands on the Firm's Financial Performance: An Empirical Investigation of the Apparel and Garment Sector of Pakistan.	Tyiba Bashir
5	Impact of Consumer Traits, Situational Factors and Variety Seeking Behavior on Impulsive Buying: Moderating Role of Credit Card and Sales Promotion.	M. Nouman Ahmad
6	Impact of Supply Chain Risk on Operational Performance: Mediating Role of Supply Chain Integration and Moderating Role of Quality Management.	M. Ibrahim Shahid
7	The Impact of Service Quality and Religiosity on Customer Loyalty: Mediating Role of Brand Image & Customer Satisfaction.	M. Sarfraz Arshad
8	Impact of Grey & Busy Outside Directors on Performance of Firms Listed on Pakistan Stock Exchange.	M. Rizwan
9	The Impact of Managerial Overconfidence on Corporate Financial Decisions and Performance: A CEO Perspective.	Tanvir Sajid
10	Innovative Success as an Outcome of Financial Flexibility: A Case Study of Textile Sector of Pakistan.	Mahad Waheed Ramay
11	Investigating the Determinants of Stock Price Volatility: An Empirical Investigation of Firms in Textile Sector of Pakistan.	M. Zia Ul Haq
12	Sensory Brand Experience and Brand Loyalty of Textile Retail Stores: Mediating Role of Customer Effective Commitment, and Brand Equity and Moderating Role of Employee Empathy.	M. Aramish Yaqoob
13	Brand Consumer Social Sharing Value and Brand Facebook Page Engagement: Mediating Role of Satisfaction and Trust in Apparel Brands of Pakistan.	Bushra Khalid
14	Return and volatility spillover effect between Next Eleven, Regional and World equity index returns: an analysis by using Multivariate EGARCH model.	Nouman Zubair
15	Analysis of Environmental Accounting and Reporting Practices of Listed Companies of Pakistan.	Mehwish Yousaf
16	Effect of Workplace bullying on Work Engagement and Job Insecurity in Textile Industry: Moderating Role of Influence Strategies.	Sheikh Saim Mehmood
17	Effect of Ethical Leadership on Employee Creativity: Mediating Role of Intrinsic Motivation and Moderating Role of Job Autonomy.	Waqas Anjum
18	Exploring the Attractiveness of Manufacturer Brands in Retailing Context.	M. Ihtisham

19	Social Media Marketing Effect of Apparel Brands on E-word of Mouth and Loyalty: mediating role of brand equity.	Huma Shahzad
20	Impact of Brand Experience on Customer Citizenship Behavior: the mediating role of brand trust and customer satisfaction.	Rabia Naz
21	Factors affecting production lead time in the apparel industry.	Qasim Ali Khan
22	Impact of the Social Community and Website Appearance on Impulse Buying in the Online Shopping Carnival: An Empirical Investigation in Pakistan.	Ahmad Shafiq
23	Effect of Supply Chain Agility and Lean Practices on Export Performance.	Umair Manzoor
24	The Impact of Terrorist & Elections on Exchange Rate Volatility of Pakistan.	Ali Waqas
25	Investigating the Factors Impacting the Growth of Mobile Banking in Pakistan: A Technology Acceptance Model Analysis.	M. Adnan Sarwar
26	Herding Behavior Influence on Cryptocurrencies Market.	Nazma Anwar
27	The Role of Brand Centered Human Resource Management Practices in Brand Performance.	Aniqa Javaid
28	Effect of Transformational Leadership on Knowledge Sharing Behavior: the moderating role of core self-evaluation.	Fatima Naseer
29	Assessment of Intellectual Capital on Firm Performance with Mediating Role of Research of Development Expenditures.	Abdul Waheed
30	Impact of Ownership Control and Shareholder Agreement on Firm Value: Evidence from Pakistan Stock Exchange-listed Firms.	M. Usman Amin
31	When Leaders Stifle Innovation in Work: The Role of Abusive Supervision.	M. Naeem Iqbal
32	Retaining and Engaging Overqualified Employees: A Study of Textile Industry.	Soban Qayyum
33	An Empirical Study of the Factors Affecting Money Management Behavior and Financial Satisfaction of the Individual. Evidence from Pakistan.	Izma Imtiaz
34	Reduce Defect per Hundred Unit through Re-cuts minimization during stitching to enhance quality and lower the wastages.	Ahsan Iqbal
35	Impact of price, packaging, and brand awareness on brand loyalty: perspective in apparel industry of Pakistan.	Hafiz Muhammad Shoaib Zafar
36	Effect of different factors on organizational performance, moderating role of implementation of the biometric system: An evidence from Pakistan.	Hafiz Uzair Nasir
37	A Comparative study on the performance of Chenab Group and Interloop.	Laiba Rafique

<b>38</b>	<b>Critical Success Factors in Retail industry and Implementation of SAP.</b>	<b>Majid Nazir</b>
<b>39</b>	Digitalization of Yarn Trading of Pakistan Through Financial Derivatives.	Muhammad Adil Sadique
<b>40</b>	Towel Export of Pakistan: Challenges and Opportunities.	Muhammad Danish Zia
<b>41</b>	The Impact of Perceived Crowding on Customer Satisfaction.	Muhammad Farhan
<b>42</b>	Green Finance Opportunities and Challenges in Pakistan.	Muhammad Haseeb Shahid
<b>43</b>	Factors affecting Job Stress in Banking Sector of Pakistan.	Muhammad Hasnain Ayyub
<b>44</b>	Projecting the Economic Impact of Coronavirus on Developing Countries: (Pakistan).	Muhammad Qasim Ishaq
<b>45</b>	The Effect of Corporate Social Responsibility (CSR) on Financial Performance of National and Multinational Corporations Growing in Pakistan.	Muhammad Talha Waqar
<b>46</b>	Organizational Performance studied as an outcome of Organizational Innovation Dimension.	Nauman Umarzada
<b>47</b>	Effect of Social loafing, supervision and sexual harassment on organizational performance, moderating role of camera supervision: evidence from Pakistan.	Saleha Sultan
<b>48</b>	Delays in Customer Order Lead Time Effects: The on-Time Delivery in Merchandising Process.	Shahzad Hassan Idrees
<b>49</b>	Comparison between Pakistan and Bangladesh in money laundering and terrorist financing and its impact on economy under FATF's guidelines.	Umair Arif
<b>50</b>	Recent Economic Downturn of Pakistan Bringing a Hard Time for Apparel Brands.	Umair Naeem
<b>51</b>	Factors Effecting Brand Switching: a case of Telecom sector of Faisalabad.	Umar Sohail
<b>52</b>	Determinants of Successful Service Innovation.	Usama Zahid
<b>53</b>	Comparing students' and managers' perceptions of essential entry-level management skills at the industry level.	Usman Saleem

# LIST OF COMPLETED DOCTORAL PROJECTS

No.	Project Title	Student

# LIST OF COMPLETED INDUSTRIAL PROJECTS

No.	Project Title	PI

# LIST OF FUNDINGS

No.	Project Title	PI	Funding Body	Rs. Million
1	Seminar on Lean thinking	Dr. Sajjad Ahmed Baig	NTU ORIC	0.08
2	Lean production capacity building for the employee: A cost-effective and practical approach	Dr. Sajjad Ahmed Baig	HEC	3.2
3	Supply Risk Management Model for Improving Supply Reliability (Final report submitted)	Dr. Muhammad Hashim	HEC	1.22

# LIST OF JOURNAL PUBLICATIONS IN 2019-20

No.	Title
1	Malik, S. A., Mahmood, B., Parveen, S., & Iqbal, M. S. (2019). Socio-economic conditions and impact of teaching style on moral reasoning of School going children of Faisalabad, Punjab, Pakistan. <i>Dilemas Contemporáneos: Educación, Política y Valore</i> , 6(Special).
2	Shaharyar, R., Mushtaq, A. Q., Farooq, M., & Shabir, M. (2020). The Predictors of Child Mortality in District Tharparkar, Sindh, Pakistan. <i>Journal of the Research Society of Pakistan</i> , 57(1), 417.
3	Parveen, S., Mahmood, B., Chuadhy, A., & Iqbal, M. S. (2019). Educational reforms needed for the creation of knowledge economy: a case study of Punjab Pakistan. <i>Amazonia Investiga</i> , 8(18), 175-184.
4	Parveen, S., Mahmood, B., Chuadhy, A., & Iqbal, M. S. (2019). Impediments faced by educational institutions in the creation of knowledge economy: a case study of Punjab Pakistan. <i>Amazonia Investiga</i> , 8(18), 164-174.
5	Saeed, M. Y., Hamid, K., Rehman, M. A. U., & Nazam, M. (2020). Islamic Financial Development and Economic Growth of Emerging Economy of Pakistan; a Panel Data Approach. <i>Journal of Business and Social Review in Emerging Economies</i> , 6(1), 197-208.
6	Rehman, M. A.U., Hussain, Z. and Gafoor, M.M. (2020). Impact of Service Quality Dimensions on Customers' Trust. <i>Journal of Business and Social Review in Emerging Economies</i> , 6(2), 557-563.
7	Salamat, S., Lixia, N., Naseem, S., Mohsin, M., Zia-ur-Rehman, M., & Baig, S. A. (2020). Modeling cryptocurrencies volatility using GARCH models: a comparison based on Normal and Student's T-Error distribution. <i>Entrepreneurship and Sustainability Issues</i> , 7(3), 1580-1596.
8	Naseem, S., Fu, G. L., Mohsin, M., Rehman, M. Z. U., & Baig, S. A. (2020). Semi-Quantitative Environmental Impact Assessment of Khewra Salt Mine of Pakistan: an Application of Mathematical Approach of Environmental Sustainability. <i>Mining, Metallurgy &amp; Exploration</i> , 37, 1185-1196.
9	Majeed, M. K., Jun, J. C., Muhammad, Z. U. R., MOHSIN, M., & RAFIQ, M. Z. (2020). The Board Size and Board Composition Impact on Financial Performance: An Evidence from the Pakistani and Chinese's Listed Banking Sector. <i>The Journal of Asian Finance, Economics, and Business</i> , 7(4), 81-95.
10	Rehman, M., Mohsin, M., & Baig, S. (2020). The Exchange Rate Exposure and Stock Performance of Pakistan Banking Institution. <i>Pakistan Business Review</i> , 21(4), 795-807.
11	Rehman, M., Latif, K., Chauhdary, G. (2020). How Corporate Entrepreneurship is Important for Organizational Performance of Textile Sector of Pakistan: Mediating Role of Human Capital and Innovative Performance. <i>International Journal of Management Research and Emerging Sciences</i> , 10(1), 127-137.
12	Alam, I., Mohsin, M., Latif, K., & Rehman, M. Z. (2020). The Impact of Macroeconomic Factors on Stock Market: An Evidence from China and Pakistan. <i>NICE Research Journal</i> , 1-26.

13	Naseem, S., Fu, G. L., ThaiLan, V., Mohsin, M., & Zia-Ur-Rehman, M. (2019). Macroeconomic Variables and the Pakistan Stock Market: Exploring Long and Short-run Relationship. <i>Pacific Business Review International</i> , 11(7), 621-72.
14	Zia-Ur-Rehman, M., Baig, S. A., Abrar, M., Hashim, M., Amjad, F., Baig, I. A., & Usman, M. (2019). The impact of intellectual capital, organizational capabilities, and innovation on firm performance of textile sector: a moderating effect of GSP Plus. <i>Industria Textila</i> , 70(6), 572-578.
15	Naseem, S., Rizwan, F., Abbas, M. Z., Mohsin, M., & Zia ur Rehman, D. (2019). Impact of Macroeconomic Variables on Pakistan Stock Market. Naseem, S., Rizwan, F., Abbas, Z., & Zia-Ur-Rehman, M.(2019). Impact of Macroeconomic Variables on Pakistan Stock Market. <i>Dialogue</i> (1819-6462), 14(2).
16	Wassem, M., Baig, S. A., Abrar, M., Hashim, M., Zia-Ur-Rehman, M., Awan, U., ... & Nawab, Y. (2019). Impact of capacity building and managerial support on employees' performance: The moderating role of employees' retention. <i>SAGE Open</i> , 9(3).
17	Baig, S. A., Zia-ur-Rehman, M., Jamil, K., Hashim, M., & Iqbal, N. (2019). Impact of Behavioral Biases on firm performance: Mediating Role of Entrepreneurial Innovations. <i>Journal of Managerial Sciences</i> , 13(2), 117-128.
18	Chattha, M. U., Hassan, M. U., Khan, I., Chattha, M. B., Aamer, M., Nawaz, M., ... & Kharal, M. (2020). Impact of planting methods on biomass production, chemical composition, and methane yield of sorghum cultivars. <i>Pakistan Journal of Agricultural Sciences</i> , 57(1), 43-51.
19	Ali, M., Raza, B., Ali, W., & Imtaiz, N. (2020). Linking Managerial Coaching with Employees' Innovative Work Behaviors through Affective Supervisory Commitment: Evidence from Pakistan. <i>International Review of Management and Marketing</i> , 10(4), 11-16.
20	Isha, A. S. N., Javaid, M. U., Zaib Abbasi, A., Bano, S., Zahid, M., Memon, M. A., ... & Imtiaz, N. (2020). Malay validation of Copenhagen psychosocial work environment questionnaire in the context of second-generation statistical techniques. <i>BioMed research international</i> , 1-11.
21	Nazam, M., Yao, L., Hashim, M., Baig, S. A., & Khan, M. K. (2020). The Application of a Multi-Attribute Group Decision Making Model Based on Linguistic Extended VIKOR for Quantifying Risks in a Supply Chain Under a Fuzzy Environment. <i>International Journal of Information Systems and Supply Chain Management</i> , 13(2), 27-46.
22	Hashim, M., Baig, S. A., Abrar, M., Afzal, A., & Mohsin, M. (2019). Effects of Green Marketing on Green Purchase Intentions. <i>Dialogue</i> , 14(2), 294-307.
23	Shahzad, K., Jianqiu, Z., Zubedi, A., Xin, W., Wang, L., & Hashim, M. (2020). DANP-based method for determining the adoption of hospital information system. <i>International Journal of Computer Applications in Technology</i> , 62(1), 57-70.
24	Yao, L., Xu, Z., Lv, C., & Hashim, M. (2020). Incomplete interval type-2 fuzzy preference relations based on a multi-criteria group decision-making model for the evaluation of wastewater treatment technologies. <i>Measurement</i> , 151, 107-137.
25	Wassem, M., Baig, S. A., Abrar, M., Hashim, M., Zia-Ur-Rehman, M., Awan, U., ... & Nawab, Y. (2019). Impact of capacity building and managerial support on employees' performance: The moderating role of employees' retention. <i>SAGE Open</i> , 9(3), 1-13.
26	Zia-Ur-Rehman, M., Baig, S. A., Abrar, M., Hashim, M., Amjad, F., Baig, I. A., & Usman, M. (2019). The impact of intellectual capital, organizational capabilities, and innovation on firm performance of textile sector: a moderating effect of GSP Plus. <i>Industria Textila</i> , 70(6), 572-578.

27	Baig, S., Zia ur Rehman, D., Jamil, K., Hashim, M., & Iqbal, N. (2019). Impact of Behavioral Biases on firm performance: Mediating Role of Entrepreneurial Innovations. <i>Journal of Managerial Sciences</i> , 13(2), 117-128.
28	Nazam, M., Aftab, A., Abrar, M., & Hashim, M. (2019). Investigating the Impact of Innovation and Brand Sustainability on Customer Purchase Intention: A Case of Mobile Phone Industry. <i>Journal of Managerial Sciences</i> , 13(2), 201-211.
29	Mohsin, M., Naiwen, L., Zia-UR-Rehman, M., Naseem, S., & Baig, S. A. (2020). The volatility of bank stock prices and macroeconomic fundamentals in the Pakistani context: an application of GARCH and EGARCH models. <i>Oeconomia Copernicana</i> , 11(4), 609-636.
30	Mohsin, M., Naseem, S., Zia-ur-Rehman, M., Baig, S. A., & Salamat, S. The crypto-trade volume, GDP, energy use, and environmental degradation sustainability: An analysis of the top 20 crypto-trader countries. <i>International Journal of Finance &amp; Economics</i> .
31	Naseem, S., Fu, G. L., Mohsin, M., Rehman, M. Z. U., & Baig, S. A. (2020). Semi-Quantitative Environmental Impact Assessment of Khewra Salt Mine of Pakistan: an Application of Mathematical Approach of Environmental Sustainability. <i>Mining, Metallurgy &amp; Exploration</i> , 37, 1185-1196.
32	Nazam, M., Hashim, M., Baig, S. A., Abrar, M., & Shabbir, R. (2020). Modeling the key barriers of knowledge management adoption in the sustainable supply chain. <i>Journal of Enterprise Information Management</i> .
33	Baig, S. A., Rehman, M. Z. U., Naz, A., & Jamil, K. High core self-evaluation maintains patient-oriented behavior: A motivational model of reward system. <i>Journal of Public Affairs</i> .
34	Baig, S. A., Abrar, M., Batool, A., Hashim, M., & Shabbir, R. (2020). Barriers to the adoption of sustainable supply chain management practices: Moderating role of firm size. <i>Cogent Business &amp; Management</i> , 7(1), 1841525.
35	Zia ur Rehman, Muhammad, ur Rehman, M. Z., Mohsin, M., & Baig, S. A. The Exchange Rate Exposure and Stock Performance of Pakistan Banking Institution. <i>Pakistan Business Review</i> .
36	Nazam, M., Hashim, M., Baig, S. A., Abrar, M., Rehman, H. U., Nazim, M., & Raza, A. (2020). Categorizing the barriers in adopting sustainable supply chain initiatives: A way-forward towards business excellence. <i>Cogent Business &amp; Management</i> , 7(1), 1825042.
37	Salamat, S., Lixia, N., Naseem, S., Mohsin, M., Zia-ur-Rehman, M., & Baig, SA (2020). Modeling cryptocurrencies volatility using GARCH models: a comparison based on Normal and Student's T-Error distribution. <i>Entrepreneurship and Sustainability Issues</i> , 7(3), 1580-1596.

38 Abrar, M., Baig, S. A., Hussain, I., & Umar, I. (2020). Understanding Brand Love in Fashion Clothing Online Brand Communities: Moderating Role of Social Identity. *Pakistan Journal of Social Sciences (PJSS)*, 40(1), 315-325.

39 Nazam, M., Yao, L., Hashim, M., Baig, S. A., & Khan, M. K. (2020). The Application of a Multi-Attribute Group Decision Making Model Based on Linguistic Extended VIKOR for Quantifying Risks in a Supply Chain Under a Fuzzy Environment. *International Journal of Information Systems and Supply Chain Management (IJISSCM)*, 13(2), 27-46.

40 Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41-48.

41 Manzoor, U., Baig, S. A., Malik, E., & Shahid, M. I. (2020). Consumer perceptions of brands in Pakistan's denim industry. *Pakistan Journal of Multidisciplinary Research*, 1(1), 1-13.

42 Manzoor, U., Baig, S. A., Usman, M., & Shahid, M. I. (2020). Factors Affecting Brand Switching Behavior in Telecommunication: A Quantitative Investigation in Faisalabad Region. *Journal of Marketing and Information Systems*, 3(1), 63-82.

43 Malik, E., Baig, S. A., & Manzoor, U. (2020). Effect of HR Practices on Employee Retention: The Role of Perceived Supervisor Support. *Journal of Public Value and Administrative Insight*, 3(1), 1-7.

# LIST OF CONFERENCE PAPERS PRESENTED IN 2019-2020

No.	Title
1	The effects of social media marketing activities of apparel brands on consumers response and intentions to buy: the mediating role of brand equity.
2	Positive emotions, destination brand equity and word of mouth: the mediating role of satisfaction. (in the context of tourism).
3	Islamic work ethics and job outcomes: moderating role of perception of politics.
4	Abusive supervision and behavioral outcomes: mediating role of emotional exhaustion and moderating role of psychological climate.
5	Islamic work ethics and job outcomes: moderating role of perception of politics.
6	Linking Managerial Coaching with Innovative Work Behaviors of Employees through affective Supervisory Commitment" accepted in 10th International Conference on Systematic Innovation & Global Competition on Systematic Innovation.
7	Impact of Supply Chain Management Practices on Organizational Performance and Moderating Role of Innovation Culture: A Case of Pakistan Textile Industry. In International Conference on Management Science and Engineering Management.
8	Evaluating the impact of lean practices and supply chain management practices on firm performance—An Empirical Evidence from manufacturing industries. In 6th Asia International Conference (AIC 2020).
9	Harmonizing the HR practices with the employee intentions to stay: an empirical study for reducing the turnover of employees in textile firms of Pakistan, multidisciplinary national conference Meet(2020), University of Jhang.
10	Consumer perceptions of brands in Pakistan's Denim industry, multidisciplinary national conference Meet(2020), University of Jhang.
11	Shopping online without thinking: Myth or Reality, 12 <sup>th</sup> international conference on management sciences and engineering management, 2019 Australia.
12	The Effect of Social Media Marketing Activities on Consumer Response and Intentions to Buy of Apparel Brands: Mediating Role of Brand Equity", Icmr 10, Venue: Superior University Lahore, (2019)



## LIST OF BOOKS/CHAPTERS PUBLISHED IN 2019-20

No.	Title
1	Hashim, M., Baig, S. A., Amjad, F., Nazam, M., & Akram, M. U. (2019, August). Impact of Supply Chain Management Practices on Organizational Performance and Moderating Role of Innovation Culture: A Case of Pakistan Textile Industry. In International Conference on Management Science and Engineering Management (pp. 390-401). Springer, Cham.
2	Nazam, M., Hashim, M., Randhawa, M. A., & Maqbool, A. (2019, August). Modeling the barriers of sustainable supply chain practices: A Pakistani perspective. In International Conference on Management Science and Engineering Management (pp. 348-364). Springer, Cham.
3	Tanvir, N., & Baig, S. A. (2020). Signifying Business Tourism Through Knowledge Sharing and Innovation Processes. In Accelerating Knowledge Sharing, Creativity, and Innovation Through Business Tourism (pp. 238-260). IGI Global.

## LIST OF PATENTS FILED IN 2019-20

No.	Title	Filing Date
	Nill	

## LIST OF PATENTS OBTAINED IN 2019-20

No.	Title	Date

# FACULTY AND STAFF TRAININGS

No.	Faculty/Staff Name	Topic	Dates	Venue
	Dr. Sajjad Ahmed Baig	Teaching online through ZOOM	03-16-2020	FMS meeting room
	Dr. Muhammad Arshad, UOL	Mplus training	01-29-2020	FMS meeting room
	Ms. Beenish Qamar	AMOS training	01-22-2020	FMS meeting room
	Dr. Sajjad Ahmed Baig	How to Cope with the requirements of NBEAC	03-12-2020	FMS meeting room
	Dr. Osama Nasim	Training with cases	09-03-2019	FMS meeting room
	Ms. Alishba Ahkam	Developing Effective Communication Skills	09-12-2019	FMS meeting room
	Dr. Sajjad Ahmed Baig, Dr. Hakeem-ur-rehman, PU	Lean thinking: Creating the capacity to do more	10-5,6-2019	FMS meeting room

# LIST OF ARRANGED SEMINARS, WORKSHOPS, SHORT COURSES, CONFERENCES

No.	Title	Dates
1	Islamic Banking Conference	14-10-2019
2	Seminar on Traffic Awareness by City Traffic Police	04-07-2019
3	National Debate Competition Girls	12-11-2019
4	National Debate Competition Boys	13-11-2019
5	Essay Writing Competition (Say No to Corruption)	02-12-2019
6	Poster Designing Competition	03-12-2019

7	All Punjab Declamation Contest	04-12-2019
8	Digital Poster Designing Competition on Character Strength	05-12-2019
9	Prize distribution Ceremony for NAB's Contestants	06-12-2019
10	Seminar on Entrepreneurship as a Viable Career Option by Dr. Sara Khawar	20-12-2020
11	Seminar on Character Building by Mr. Suleman Misbahi	06-01-2020
12	Seminar on Quran and Youth by Mr. Ajmal Raza	08-01-2020
13	Road Safety Awareness Seminar by CTO Faisalabad	09-01-2020
14	Awareness Walk Led by CTO Faisalabad	09-01-2020
15	Awareness Walk "Haq Haqdar Tak"	14-01-2020
16	Lecture on "Know Yourself" by Saeed Anwar	13-02-2020
17	Awareness Walk in Collaboration with Ministry of Information Technology	25-02-2020
18	Display "Practicing Roadside Business"	26-02-2020
19	Har Fard hy Millat k Muqadar ka Sitara (Workshop on youth Empowerment) by Mr. Zeeshan Afzal CEO Shahid Afridi Foundation, Founder Million Smiles	02-03-2020
20	Seminar on Downfall of Economy by Shaheer Sialvi President Youth Parliament Pakistan	04-03-2020
21	Road Safety Show by Honda Pakistan	05-03-2020
22	Seminar "How to Become a Successful Entrepreneur" also one to one meeting with Manager BIC of Young entrepreneurs	06-03-2020
23	Workshop on Video Animations by Tariq Sultan	06-01- 2020
24	Workshop on Creative Photography & Equipment Use by Emaan Farooq	20-02- 2020
25	Pakistan textile exports: opportunities and challenges (speaker share the personal experience of his ten years in the field )	22-10-2019
26	An inspirational story: dedication towards achieving goals	20-01-2019
27	The retail landscape of Pakistan (speaker share the personal experience of his 25 years in the supply chain and retailer marketing field )	27-02-2020

28	Reasons of the downfall of the economy of Pakistan and the Middle East by Shaheer Sialvi	05-03-2020
29	Interview skills and techniques	02-01-2020
30	Career counseling and career development	7-11-2019
31	Designing assessment to measure student outcomes (American Association of Colleges For Teachers Education)	June 2019
32	Starting a Business: vision and opportunity (University of Leeds)	Aug 2019
33	Workshop: Retail Landscape of Pakistan	27-02- 2020
34	Process Mapping to Value Stream Mapping (Industrial Training)	October 05-06, 2019
35	Structural Equation Modeling Using AMOS	January 20-23, 2020
36	Structural Equation Modeling Using AMOS	December 2019

## LIST OF FACULTY VISITS TO INDUSTRY

No.	Industry visited	Dates
1	Kailash Industries	26-08-2019
2	Masood Textile Mills	27-08-2019
3	Visited Business Incubation Centre, Baluchistan University of Information Technology, Engineering and Management Sciences	15-07-2019
4	Visited Business Incubation Centre, University of Baluchistan	16-07-2019
5	Visited Business Incubation Centre, University of Karachi	04-08-2019

6	Interloop	30-08-2019
7	Crescent textile	30-08-2019
8	Kohinoor Textile Mills Rawalpindi	2019
9	Combined Fabrics, Ltd, Lahore	2019
10	H Nizam Din & Sons Pvt. Ltd. Lahore	2019
11	Mahmood Group of Industries, Multan	2019
12	Reliance Weaving Mills Ltd. Multan	2019
13	Klash Textile Private Limited, Faisalabad	2019
14	Gohar Textile Mills Pvt Ltd	2019
15	Masood Textile Mills Ltd	2019
16	Nishat Mills Limited, Faisalabad	2019
17	AJ Textile Mills Ltd, Multan	2019
18	Sapphire Textile Mills Limited	2019
19	Zephyr, Multan	2019
20	BS final year students performed internship in different industries	2019

## LIST OF STUDENTS VISITS TO INDUSTRY

No.	Industry visited	Dates
1.	Visited National Accountability Bureau Lahore Chapter	05-12-2019
2.	Kohinoor Textile Mill Rawalpindi	26-02-2020
3	Combined Fabrics, Ltd, Lahore	20-04-2019
4	Adventure Training Tour	February 2020

## STRENGTHENING OF DEPARTMENT/INFRASTRUCTURE

No.	Detail
1	Kitchen for faculty
2	Addition of new furniture
3	New faculty offices
4	New dean office

## LIST OF MOU'S/COLLABORATIONS

No.	Collaborative Partner
	Pathway program University of Newcastle
	MK Sons Pvt Ltd
	National Textile University and Bolu Abant Izzet Baysal University, Turkey

## LIST OF COMMERCIALIZED PRODUCTS/SERVICES

No.	Product/Service	Client/Partner

## OUTBOUND FACULTY/STUDENTS EXCHANGE

### FACULTY EXCHANGE

FOREIGN UNIVERSITY/INSTITUTE

DATES

### STUDENT EXCHANGE

FOREIGN UNIVERSITY/INSTITUTE

DATES

# INBOUND FACULTY/STUDENTS EXCHANGE

FACULTY EXCHANGE		STUDENT EXCHANGE	
FOREIGN UNIVERSITY/INSTITUTE	DATES	FOREIGN UNIVERSITY/INSTITUTE	DATES

## NOTABLE ACTIVITIES & EVENTS

No.	Nature of activity/event	Dates
1	A faculty member was the keynote speaker in the Entrepreneurship Outreach Program for Young Entrepreneurs at the University of Baluchistan.	16-07-2019
2	A faculty member was the keynote speaker in Women Entrepreneurship Program by IBA at the University of Baluchistan.	17-07-2019
3	A faculty member was keynote speaker International Entrepreneurship Summer School, IBA Karachi.	03-08-2019
4	A faculty member was an active participant in the International Entrepreneurship Educators Symposium at IBA Karachi.	04-08-2019
5	Keynote Speaker in STARTUP SME Workshop at Virtual University	25-09-2019
6	A faculty member was the guest speaker in IBA Women Entrepreneurship Program Govt. College University Faisalabad.	10-10-2019
7	A faculty member was the guest speaker in a Seminar on "Entrepreneurial Mindset and Business Startup" at the University of Education Faisalabad.	04-03-2020



8	Batch Photo 2K19.	29-10-2019
9	Presentation Competition.	12-09-2019
10	Recreational Tour to Kartarpur.	28-12-2019
11	Photography Competition.	2-03-2020
12	Invitation as Session Chair for 10th International Conference on Management Research (ICMR-2019).	
13	A social campaign (on FB, Instagram, and WhatsApp) to create awareness among people about Covid-19 and how they can play a positive role as "Responsible Citizens."	12-04-2020
14	Process Mapping to Value Stream Mapping (Industrial Training).	05-06, 10, 2019

## AWARDS WON BY FACULTY/STUDENTS

No.	Nature of Award	Faculty/Student Name
1	A student (Ammara) received a consolation prize in DICE.	

## ANY OTHER ACHIEVEMENT

No.	Nature of achievement



COVID awareness and support campaign



COVID awareness and support campaign

# PICTURES OF MAJOR EVENTS AND ACTIVITIES WITH CAPTIONS

## Faculty training



# Entrepreneurship training



## MOU signing ceremony with MK sons



## AMOS training



## Mplus training

## AMOS training



# Adventurous tour



EMAC Adventures

# TMM cake cutting ceremony



## Training session at Nishat Mills



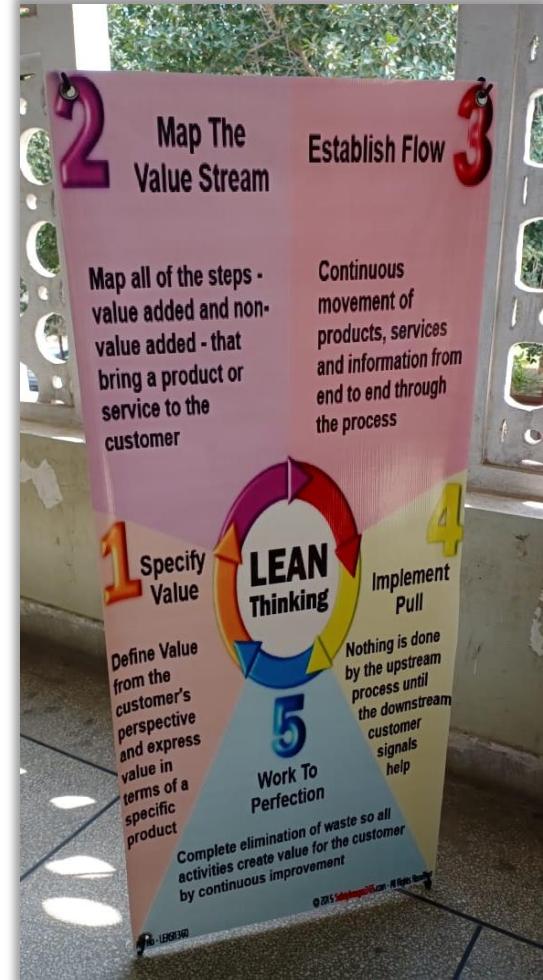
# Lean thinking: Creating the capacity to do more



## Lean thinking: Creating the capacity to do more



# Lean thinking: Creating the capacity to do more



# Lean thinking: Creating the capacity to do more



# Lean thinking: Creating the capacity to do more



## Industrial visit to MK sons



# Inauguration ceremony of sports week



# Inauguration ceremony of sports week



## Kits distribution to students during sports week



## Rector's meeting with cricket teams during sports week



## Faculty cricket match during sports week



# Faculty cricket match during sports week



# Faculty cricket match during sports week

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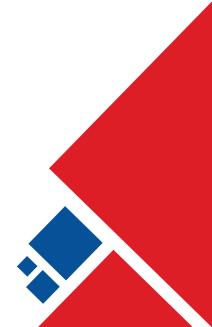
## Faculty participation in different sports



## Faculty at convocation ceremony



# Organizer Islamic Banking Conference



# Islamic Banking Conference



# Faculty members at NBEAC Deans and Directors conference



# Road Safety Show by Honda Pakistan



## Road Safety Show by Honda Pakistan





# Pakistan textile exports: opportunities and challenges



# Seminar on Downfall of Economy



# Road Safety Awareness Seminar by CTO Faisalabad





# THANKS!